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CEO Bennett LeBow's Letter to American Smokers

Bennett LeBow is the CEO of Vector Tobacco, the company that manufactures Omni cigarettes.

AN OPEN LETTER TO AMERICAN SMOKERS:

OMNI. THE FIRST REDUCED CARCINOGEN CIGARETTE.

I am writing to tell you about a new development in cigarettes that we believe is important news for you - and destined to change the future of cigarettes.

We recently introduced a new brand of cigarettes called Omni. Omni is important because it is the first reduced carcinogen cigarette that tastes, smokes, and burns just like any other premium cigarette.

As we all know, smoking is addictive and hazardous to your health. However, the medical community has identified specific carcinogens that are a major cause of lung cancer in smokers. In a groundbreaking move, we have greatly reduced many of these.

Let me be perfectly clear - there is no such thing as a safe cigarette, and we do not encourage anyone to smoke. But, we strongly believe that if you do smoke, Omni is the best alternative.

While Omni has not been proven to reduce health risks, the significant reduction of carcinogen levels is, in our opinion, a major step in the right direction.

Sincerely,

www.omnicigs.com

Bennett S. LeBow
CEO, Vector Tobacco

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Source: https://www.industrydocuments.ucsf.edu/docs/mrgk0001

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, and catechols) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, and other harmful by-products.

OMNI Kings and 100's: 15 mg. "tar," 1.0 mg. nicotine; Lights Kings and 100's: 12 mg. "tar," 0.8 mg. nicotine; Ultra Lights 100's: 6 mg. "tar," 0.5 mg. nicotine, ave. per cigarette by FTC Method.

Reductions in carcinogens are in comparison to similar competitive brand styles.

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Source: https://www.industrydocuments.ucsf.edu/docs/mrgk0001